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(54) Title: PROCESS AND SYSTEM FOR READING CONTENTS OF AN ELECTRONIC SHOPPING CART
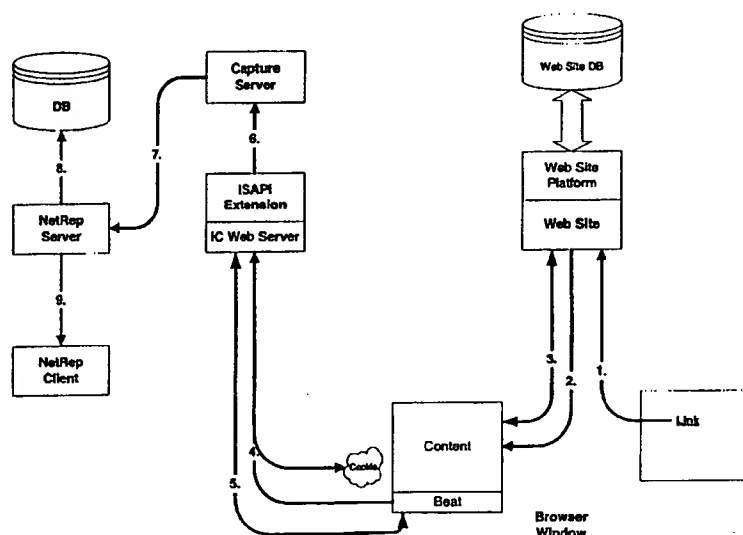
(57) Abstract: A system and method whereby a customer service representative of a company can initiate communications over an electronic network with a customer browsing an e-commerce web site of that company. A NetRep client application indicates the presence and status of each customer browsing an e-commerce web site, including a history of visited web pages and a shopping cart. Filters may be employed which differentiate certain customers for customer support. The NetRep client includes a dynamic knowledge base of selected pre-set messages to the customer depending on their status or history. Additionally, the NetRep can initiate a conversation or push a web page to the customer's browser and can interactively participate with the customer in the correct filling out of a form.

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PROCESS AND SYSTEM FOR READING CONTENTS OF AN ELECTRONIC SHOPPING CART

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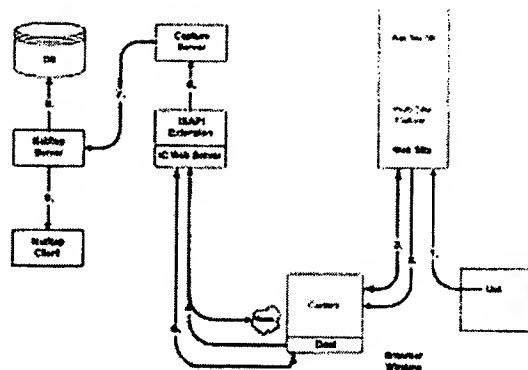**Cited documents:**

EP0820028
WO9712448
US5606496
WO9918514
EP0926614
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Abstract of WO0041118

A system and method whereby a customer service representative of a company can initiate communications over an electronic network with a customer browsing an e-commerce web site of that company. A NetRep client application indicates the presence and status of each customer browsing an e-commerce web site, including a history of visited web pages and a shopping cart. Filters may be employed which differentiate certain customers for customer support. The NetRep client includes a dynamic knowledge base of selected pre-set messages to the customer depending on their status or history. Additionally, the NetRep can initiate a conversation or push a web page to the customer's browser and can interactively participate with the customer in the correct filling out of a form.